



Guidelines for publishing on Websites & Social Media

Missoula County Public Schools encourages teachers and administrators to develop and integrate web-sites, social media platforms (such as facebook or twitter) and other web-based tools into the school and/or classroom. These tools can be used to enhance communications and teaching & learning.

Forward Thinking, High Achieving.

Developing a website

All MCPS teachers, administrators, departments, school teams, and affiliated clubs and/or organizations are eligible and encouraged to develop webpages on the **MCPS website platform (Schoolwires)**. The platform was launched in summer 2012. Webpages are developed in cooperation with the school's website director. Facebook, Twitter and other social media sites can be used (but note these sites may be blocked and not viewable to students while at school because of filtering). If using these sites, educators should link to them from their schoolwires webpage on the school's website. Publishing guidelines included in this brochure should be applied to all webpages/social media sites.

Publishing Guidelines

The role of websites and social media in education is to provide information, support communication and collaboration, publish student work for authentic audiences, and develop in students the skills necessary to participate online in a safe and productive manner.

All websites and social media services used for classroom/instructional purposes are considered extensions of the classroom and all classroom, building and District expectations, rules, and policies apply to these online spaces. All work in these online spaces must be in support of educational activities and student achievement. Employee websites and accounts are the property of MCPS and should not be used as a forum to express political commentary (which might influence the outcome of an election), sell or market products for personal gain, etc. Websites should link to only appropriate instructional resources and/or to other school webpages. Links to non-school webpages should serve to promote educational activities or classroom resources that are informational. Links should not promote or benefit a business, organization, individual or for-profit event that has no connection to the district/school or that does not provide services to area youth. Remember, if you would not post it in your classroom space, don't post it online!

Follow all copyright laws. *Many books, pictures, and electronic files are the property of their creators (the material is "copyrighted") and can only be used with permission or by paying a fee. In some cases copyrighted material may be used for educational purposes covered by the "fair use" guidelines. Do not copy and include copyrighted materials on your website or in computer files you create and/or upload, except as permitted by the "fair use" guidelines. These guidelines can be found in every media center in the District.*

Acceptable Use of Technology Agreement & Annual Notice Opt Out

All students must have on file a signed **Acceptable Use of Technology Agreement** in order to participate in any web-based or social media project.

In addition, teachers must check with their building records clerk/secretary to see if parents have submitted a *Student Information Opt Out Form*. If parents have requested a comprehensive opt-out (A) or limited opt-out (B or C), the following directory information for that student **may not** be published online:

Comprehensive opt-out (A): student's name, address, email address, photograph, date of birth, dates of attendance, grade level, participation in officially recognized activities and sports, weight and height members of athletic teams, or awards and honors received;

Limited opt-out (B): student's name, likeness, or voice in any *videotape, television, motion picture, audio recording, or still photograph production* (either print, video, or web-based);

Limited opt-out (C): student's name, address, and telephone number.

Parent/Guardian Notification: Teachers are encouraged to communicate with parents/guardians regarding their student's participation in any online extension of the classroom and provide the information necessary to view their student's online work. It would be helpful to communicate include the teacher's district voice mail and email address (for contact information); guidelines for parent/guardian participation in the online portion of the class (if this is available); and how the use of social media supports the learning objectives of the class.

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Administrator Notification: While teachers have the primary responsibility to moderate/monitor and web-based extensions of the classroom, administrators also have a role in monitoring such sites. Teachers *are expected to provide their principals with the URL of any instructional page/website/forum/blog/etc. created for posting content about or created by students (please note that this does not include personal pages/sites)*. Just as principals are to know what is occurring in the physical classroom, principals are expected to view web-based extensions of the classroom periodically and notify the teacher of any content is discovered that is contrary to these guidelines or otherwise may compromise student privacy and/or safety.

Grades K-8 Guidelines

Students' Names K-8: Students and student work should be identified only by the student's **first name or an appropriate alias**. There is a delicate balance to be struck between developing students' sense of authorship and protecting their privacy.

Images/Photos/Video of K-8 students: Images/Photos/Videos of students – individually, in small groups, or whole class – should be such that related text/audio does not identify which student is which. Images meant to signify individual students and their work should take the form of a representational image or avatar.

Student Works:

K-8: All student work must be *moderated* by the teacher prior to publication online. The teacher will direct students to revise works, as necessary, to ensure that works are appropriate for the online extension of the classroom prior to publication.

If a social media tool allows public commenting, public commenting must be either turned off or all such comments must be *moderated* by the teacher, who will delete comments that violate district policies or are otherwise inappropriate for the classroom.

All student work published online must follow MCPS copyright policy, and teachers and students need to be aware that fair use protections for the physical classroom may not extend into the online environment. The building teacher librarian is a resource for answering questions regarding copyright and fair use.

Grades 9 – 12 Guidelines

Students' Names 9-12: Students and student work may be identified by the student's first name and last name or an appropriate alias. There is a delicate balance to be struck between developing students' sense of authorship and protecting their privacy.

Images/Photos/Video 9-12: Images/Photos/Videos of individual students, small groups, and the whole class are allowed; related text/audio may identify which student is which.

Student Works:

9-12: All student work must be *monitored* by the teacher, who will direct students, as necessary, to revise works so that they reflect MCPS academic expectations.

If a social media tool allows public commenting, public commenting must be either turned off or all such comments must be *monitored* by the teacher, who will delete comments that violate MCPS policies or are otherwise inappropriate for the classroom.

Again, all student work published online must follow MCPS copyright policy, and teachers and students need to be aware that fair use protections for the physical classroom may not extend into the online environment.

Questions? Please contact the MCPS District Office at 728-2400, ext. 1023.

Updated June 2013